

IN THE CLAIMS

1-49. (Canceled)

50. (Currently Amended) A polyolefin single or multi-layer film, comprising at least one core layer comprising:

(a) a polypropylenic (PP) component; and

(b) a polyethylenic (PE) component or a polystyrenic (PS) component,

wherein said film is so formed and biaxially oriented to have a dynamic loss modulus (E''), of the film measured at 3 Hz and 25°C, is from about 28 MPa to about 136 MPa in the transverse direction (TD) and/or from about 73 MPa to about 135 MPa in the machine direction (MD),

wherein and a dynamic storage modulus (E'), of the film measured at 3 Hz and 25°C, is from about 630 MPa to about 2800 MPa in the TD and/or from about 1300 MPa to about 3000 MPa in the MD,and

wherein said film is biaxially oriented.

51. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said at least one core layer comprising said PP component and said PE component, and wherein the PE component is from about 0.2% to about 8% by weight of the core layer.

52. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said at least one core layer comprising said PP component and said PS component, and wherein said PS component is from about 0.2% to about 25% by weight of the core layer.

53. (Currently Amended) The polyolefin single or multi-layer film of Claim 50, wherein said core layer comprising:

- (i) a blend of PP homopolymer and PE homopolymer;
- (ii) a blend of PP homopolymer and a PP/PE random copolymer;
- (iii) a blend of PP homopolymer and a PP/PE block copolymer;
- (iv) a PP/PE/polybutylene (PB) terpolymer
- (v) a blend of PP homopolymer and a PP/PE/PB terpolymer;
- (vi) a blend of a PP/PE random copolymer and a PP/PE block copolymer; or
- (vii) a PP/PE random ~~biopolymer~~ bipolymer;
- (viii) a PP/PE block ~~biopolymer~~ bipolymer; or
- (ix) a ~~PP/saturated PS block biopolymer blend of PP with a saturated styrenic block~~ copolymer.

54. (Previously Presented) The polyolefin single or multi-layer film of Claim 53, wherein said PP/PE random copolymers comprises from about 0.2% to about 5% by weight of PE.

55. (Previously Presented) The polyolefin single or multi-layer film of Claim 53, wherein said PP/PE block copolymers comprises from about 5% to about 50% by weight of PE.

56. (Previously Presented) The polyolefin single or multi-layer film of Claim 55, wherein said PP/PE block copolymers comprises from about 5% to about 12% by weight of PE.

57. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said core layer comprising a blend of a PP/PE random bipolymer and a PP/PE block biopolymer, wherein said PP/PE block biopolymer is present in an amount from 0% to 60% by weight of the layer.

58. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said E' is substantially the same in the MD and TD.

59. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said E'' is substantially the same in the MD and TD.

60. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said E' and said E'' are substantially the same in the MD and TD.

61. (Previously Presented) The polyolefin single or multi-layer film of Claim 50, wherein said film is biaxially oriented by stretching the film between three and ten times its original dimensions in each of the transverse and longitudinal directions.

62. (Previously Presented) A label facestock, comprising the polyolefin single or multi-layer film of Claim 50.

63. (Previously Presented) A method for labeling an article, comprising:
applying a label to said article, wherein said label comprises the polyolefin single or multi-layer film of Claim 50.